

# A BRAVE, NEW, COOKIE-LESS WORLD



## The Need for Innovative Marketing to Drive Growth in the Absence of Third-Party Cookies

Customer data powers businesses in the 21st century, enabling marketers to create an immersive, personalized ecosystem for customers. However, with the advent of regulations such as GDPR and CCPA, which are designed to address the importance of data protection and privacy, consumers are now wielding greater power, thus limiting how marketers can leverage their data.

One key area that is changing with regard to data privacy is cookies. For years, data was initially being captured in the form of cookies, which is essentially just customer data stored in web browsers. But now, due to regulations, many browsers have started blocking third-party cookies in the name of privacy.

Some of the steps that top browsers have taken to tackle a cookie-less environment can be summarized into the three categories of functionality, restrictions and implementation. (Fig. 1)

### Because of these steps, marketers currently are facing new challenges, such as:

- Marketing operations are needed to mitigate dependency on third-party cookies
- Omni-channel user tracking across website and devices is increasing in difficulty
- Usage of first-party data to increase efficiency is required

### What does this mean for the marketer?

- Customer 360: Marketers cannot track the third-party cookie details or create complete customer profiles
- Audience discovery and media buying: Targeted advertising and campaigns will take a big hit in the cookie-less ecosystem
- Mission impossible: It's nearly impossible to track the end-to-end customer journey, making data-based decision making and cross-site behavior discovery very difficult

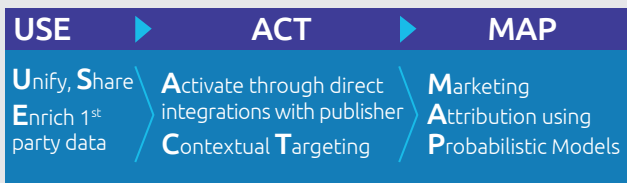
**Fig. 1: Steps taken by browsers to tackle a cookie-less environment**

	Safari	Chrome	Firefox	Edge
Functionality	Intelligent tracking prevention	Attribute added to cookie before sending to a third-party host	Enhanced tracking protection	Proprietary tracking feature
Restrictions	First-party (client-side script expires after 7 days) and third-party cookies are blocked by default	Will be eliminating third-party cookie tracking within 2 years	Cookies classified as tracking tool's domain are blocked by default	Blocks third-party cookies
Implementation	June 2017	2022	September 2019	

## The Future in a Cookie-Less World

There is no single replacement to the third-party cookie. A new, innovative methodology, leveraging an array of more durable IDs, needs to be orchestrated in the new environment with privacy compliance and cross-channel personalization.

This can be achieved by leveraging the right technology partners and adopting customer data platforms (CDP). Below are a few ways in which companies can enhance personalization and omni-channel experience in a cookie-less world.



### Unifying first-party data assets

Organizations can maintain the appropriate consent process as data will now be collected directly from the customer. The right process enables firms to adhere to privacy regulations and stay relevant to the environment. The cookie-less world demands a singular platform to unify, explore, and derive insights. A Customer Data Platform is the optimal solution and enables marketers to unify first-party data assets collected both offline and online.

### Sharing first-party data across the organization

After the customer data is unified with the CDP, the insights can be leveraged across the organization. However, bringing customer data to work at scale will be challenging owing to the complexity of data and organizational structures. Enterprise-focused CDPs address issues to deliver to the unique needs of large corporations.



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### Providing enrichment through second- and third-party data

Marketers and advertisers need to onboard brands that have rich, direct customer data for a second-party partnership. This is beneficial as second-party data would be accurate and collected with customers' permission. In a third-party-cookie-less world, identity providers like LiverRamp, which provide identity graphs based on each person, and other innovators will help the industry by enabling data enrichment. This is the way enterprise CDPs can enrich the first-party customer data with second- and third-party data.

### Integrating with partners to contextually target customers

Partnering with publishers who gather first-party data can enable firms to leverage data sets and develop solutions through CDPs and improve customer experience. CDPs also can contextually target by classifying web pages to analyse customer content consumption.

### Create a probabilistic model for marketing attribution

Probabilistic matching is an approaches that uses predictive algorithms to stitch together the customer journey. Deterministic matching requires linking of a definitive record such as an email to a cookie when a user visits a website. This knowledge enables advertisers to make better decisions on cross-channel allotment and creative selection as well as provides increased efficiency on advertising.

**The absence of third-party cookies may be challenging for marketers, but with CDPs and the right collaborators, marketing in a cookie-less world can be innovative, drive growth and provide a personalized, positive customer experience.**

To learn more about CDPs and marketing in a cookie-less world, email our experts:



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## About Treasure Data

Treasure Data Customer Data Platform (CDP) empowers companies by delivering rich customer insights that drive outstanding customer experiences. Built on a strong data management foundation, our CDP enables brands to securely unify customer data across silos at scale so they can better identify, engage and acquire customers. The highly configurable platform evolves with your existing technology stack to future-proof all customer data initiatives. Treasure Data has more than 400 customers including Fortune 500 and Global 2000 enterprises, and is a wholly-owned subsidiary of Arm Ltd.

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